

(19)



Europäisches Patentamt

European Patent Office

Office européen des brevets



(11)

EP 0 822 535 A2

(12)

## EUROPEAN PATENT APPLICATION

(43) Date of publication:

04.02.1998 Bulletin 1998/06

(51) Int. Cl.<sup>6</sup>: G09F 27/00, G06F 17/30,  
G06F 17/60

(21) Application number: 97113326.9

(22) Date of filing: 01.08.1997

(84) Designated Contracting States:

AT BE CH DE DK ES FI FR GB GR IE IT LI LU MC  
NL PT SE

Designated Extension States:

AL LT LV RO SI

(30) Priority: 01.08.1996 US 691900

(71) Applicant: AT&T Corp.

New York, NY 10013-2412 (US)

(72) Inventors:

- Apte, Jitendra  
Tinton Falls, N.J. 07724 (US)
- Roesler, Marina Lima  
Westfield, N.J. 07090 (US)

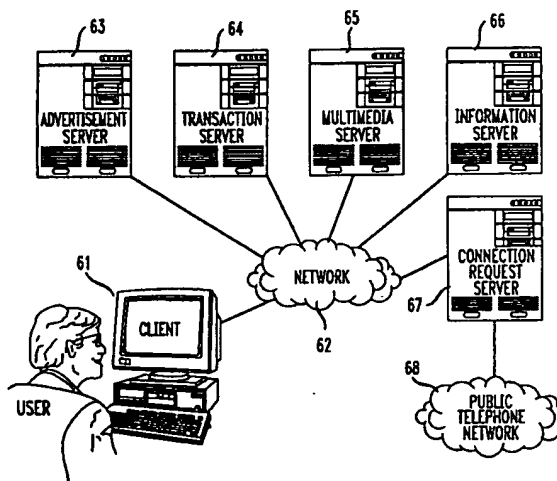
(74) Representative:

KUHNEN, WACKER & PARTNER  
Alois-Steinecker-Strasse 22  
85354 Freising (DE)

### (54) Interactive multimedia advertising and electronic commerce on a hypertext network

(57) A system and method for providing targeted, interactive, multimedia advertisements and electronic commerce capability on a hypertext network. Advertising software from a server is loaded on a user's client computer through a browser at the user's request. The display screen of the client computer is partitioned into a browser area, which retains the full functionality of the underlying browser, and advertising area. Controls affecting the presentation and content of the advertisements streamed from the server to the client computer are available to the user in the advertising area, as are secure purchase and electronic coupon controls.

FIG. 4



## Description

### Field of the Invention

This invention relates to providing interactive advertising and secure purchase opportunities on a network, and particularly to a system and method for providing targeted, interactive, multimedia advertising and electronic commerce capabilities through a hypertext network.

### Background of the Invention

A hypertext file is displayed on a computer as a page through software called a browser. A page comprises links that, when selected by a user, cause another page to be displayed (known as the linked page), cause another part of the presently displayed page to be shown, or else cause a computer program to execute. A hypertext file is written in a programming language such as Hypertext Markup Language (HTML).

A logical grouping of hypertext files is called a site. Sites may reside on different computers. A set of sites that are interconnected by links is called a web. A site on a first computer may be effectively linked to a site on a second computer by connecting the first and second computers through a network. An example of a set of sites residing on different computers interconnected by a network is the World Wide Web (WWW), which is a set of sites written in HTML on computers interconnected by the Internet. Each site on the WWW is known as a website.

A site resides on a computer known as a server, which is accessed through a network by a user utilizing a client computer. Pages at a site are viewed by the user through software called a browser, which resides on the user's client computer. Here, a client computer is a system with a microprocessor and means for storing data and/or software such as random access memory and/or a hard disk drive, and which is capable of communicating with a hypertext network. The client computer is capable of providing output for display to a user, for example through a video display. Such output may take the form of at least one of textual, graphic, animation, video, audio, or virtual object media. The client computer is also capable of accepting input from a user. Such input may be provided by means such as a keyboard, a mouse, a telephone touch pad, a television remote control, and so on.

A web can be used as a channel for disseminating commercial information, including advertisements, as well as effectuating electronic commerce. Electronic commerce here refers to the process of buying and selling on a web.

Advertising on a web may be static or dynamic. Static web advertising operates by displaying an advertisement image at a fixed location on a page displayed to a user. The advertisement image may be a link that,

when selected by the user, displays a new page that conveys additional information about the product or service featured in the static advertisement. The advertisement image link generally disappears when selected, and is replaced on the screen by the linked page.

Dynamic web advertising operates by displaying a sequence of advertisements. Dynamic web advertising is implemented using proprietary, stand-alone advertiser software that must be downloaded to the user client and executed by the user. Stand-alone here means software that operates independently of any other application software. Like the static advertisement, the dynamic advertisement may also be a link, is displayed at a fixed location on a page, and generally disappears after it is selected and replaced by a linked page.

An example of a dynamic web advertising system is the Point Cast Network. FIG 1 shows this known stand-alone system that is installed as an independent software package on the client computer. Information including news, weather and sports is transmitted to the PCN software on the client computer and is updated periodically. The user may view news stories by selecting the news button 11, the weather by selecting the weather button 12, and so on. Advertisements are shown in a corner of the screen, in the advertisement area 13.

Each advertisement 14 is a link. When the user selects an advertisement link, PCN launches a browser and loads and displays a page 21 (FIG 2) at a predetermined address, known as a Universal Resource Locator (URL) 22. The browser replaces the advertisement area 13, so PCN no longer displays advertisements to the user. Alternatively, PCN may be configured to launch a separate stand-alone browser, such as the Netscape browser, when an advertisement link is selected. In this case, the stand-alone browser appears in front of and obscures the advertisements presented by PCN. However, the browser can be moved to another part of the screen, thus revealing the ongoing stream of advertisements from PCN.

Nonetheless, viewing both PCN and the page on the stand-alone browser in their entirety is practically impossible, and the user generally must choose whether to view the one or the other, but cannot typically view both.

The advertisements that appear on the PCN comprise graphic and animated media. The advertisements are downloaded from a server to a client computer and occasionally updated (along with the rest of the content on the PCN) when the user selects the update button 15 (FIG 1). A set of advertisements are stored on the user's client computer and played in sequence in a loop. The sequence repeats with a duty cycle dependent upon the number of advertisements downloaded.

In another known advertising system called the Hypernet, advertisements are streamed to the user while permitting the user to continue to browse the Inter-

net. When an advertisement is selected, a page is presented to the user.

For these known systems, each advertisement only appears for a short period of time, and then is replaced by the next advertisement in the sequence. The user has no control over the content or order of the advertisements, and cannot pause, skip, replay, or step through the advertisements at will. Nor can the user make a secure purchase directly using the PCN service. The same advertisements are sent to all users, regardless of user preferences.

Both static and dynamic advertisements are limited in that they only provide a one-way flow of information from the advertiser to the user. At best, these advertisements provide a telephone number that the user must call to purchase or learn more about the advertised product, or a link to a page with additional information from the advertiser. Additional information from the advertiser must be requested through the advertiser's page that is linked to the advertisement, or verbally over the telephone from an advertiser representative.

Another disadvantage of known advertising systems is that, when an advertisement is selected by a user, the advertising process is generally interrupted as the linked page is displayed to the user. In systems where the advertising process is not interrupted, it is difficult or impossible for the user to view both advertisements and the linked page in their entirety. Thus, other advertisers are essentially prevented from presenting their advertisements while the user is pursuing further information on another advertisement.

Furthermore, a linked page generally contains other enticing links, thus reducing the likelihood that the user will soon (if ever) return to the website on which the advertisements are displayed.

A superior system of advertising on a web would provide the user with the capability to interact with and control the presentation of advertisements; engage in electronic commerce without leaving the web; easily obtain additional information regarding a product or service featured in an advertisement without interrupting the display of further advertisements; and establish communications with a sales representative of the advertiser through the client computer without leaving the web.

These features would enable an advertiser to more effectively target a purchaser, sending advertisements that are responsive to the user's needs. They would also give the user access to extensive information about the advertised product or service, resulting in better, more informed buying decisions. Advertisers would be able to take advantage of the low cost of selling electronically, thus lowering their cost of sales and improving their profitability. Competition under these circumstances would result in lower prices and greater values for the purchaser.

## Summary of the Invention

The present invention provides a system and method for advertising and carrying out electronic commerce on a web using advertising software that is transmitted from a server to a client computer over a network at a user's request. The advertising software operates as an overlay to a conventional, known browser, such as the Netscape browser, dividing the user's client computer display into an advertising area and a browser area.

The advertising area is provided with buttons for the user to control the presentation and content of advertisements, and for the user to view multimedia information, securely purchase an item, clip an electronic coupon, and communicate with a sales agent concerning a presently displayed advertisement.

The user may pause the stream of advertisements, view a previously displayed advertisement, or skip forward to the next advertisement to be displayed.

The browser area retains the original functionality of the underlying browser and operates independently of the advertising area, except that certain buttons (e.g., control buttons and electronic transaction buttons) in the advertising area cause pages to load and display in the browser area when selected. The independent operation of the browser area means that several advertisements may be displayed to a user in the advertising area while the user browses a single page in the browser area. This is superior to known systems wherein only one fixed advertisement may be shown on each browsed page.

The server includes a home page by which the advertising service may be accessed by the user. The server also includes a help page by which assistance in using the advertising service may be provided to the user.

In accordance with the present invention, the advertising server streams advertisements in sequence to the client computer more or less continuously. This is in contrast to known advertising services, which download a set of advertisements to a client computer that are stored and shown in a repeating loop to the user.

Also in accordance with the present invention, the advertisements shown to the user are interactive multimedia advertisements, comprising one or more of text, graphics, animation, video, audio, and virtual object media that include at least one link to a page that is displayed in the browser area when selected. The multimedia features of the advertisements of the present invention are advantageous because they stimulate users to buy who are especially responsive to video, virtual object browsing, audio, animation, text, graphics, or any combination thereof, whereas known advertising systems only appeal to those who are receptive to text, graphics, animation, and combinations thereof.

A user may select advertising topics, whereupon advertisements in the selected topics are transmitted to the user. Advertisements may also be selected by

deducing user areas of interest based upon the content of pages on the web selected by the user for viewing.

The present invention provides a superior system and method for providing targeted, interactive, multimedia advertising and electronic commerce capabilities by which advertisers and users may exchange information and buy and sell goods and services.

#### **Brief Description of the Drawings**

- FIG 1 shows a known advertising service for a web.
- FIG 2 shows another a known advertising service for a web displaying a page linked to an advertisement.
- FIG 3 shows an embodiment of a system in accordance with the present invention.
- FIG 3a shows another embodiment of a system in accordance with the present invention.
- FIG 4 shows another embodiment of a system in accordance with present invention.
- FIG 5 shows an embodiment of a graphical user interface in accordance with the present invention.
- FIG 6 shows an embodiment of a graphical user interface as an overlay to a known browser in accordance with the present invention.
- FIG 7 shows another embodiment of a graphical user interface as an overlay to a known browser in accordance with the present invention.
- FIG 8 shows a video clip of a movie being shown in response to a user selecting a multimedia clip button an embodiment of a graphical user interface in accordance with the present invention.
- FIG 9 shows an embodiment of a graphical user interface for entering data from a user to purchase a product in accordance with the present invention.
- FIG 10 shows an embodiment of a graphical user interface through which a user can obtain an electronic coupon in accordance with the present invention.
- FIG 11 shows an embodiment of a graphical user interface used in accordance with the present invention to distribute coupons using various electronic media.

#### **Detailed Description**

The present invention provides a new and superior system and method for providing advertising and electronic commerce capabilities on a web.

In accordance with the present invention, the content and presentation of advertisements may be controlled by the user, who may also securely purchase goods and services without having to leave the web.

The present invention is interactive, providing means for sending information from the user to the advertiser, as well as vice versa. This results in more targeted advertising and better, more pertinent information being sent to the prospective purchaser.

The system of the present invention, shown in FIG 3, comprises a server 51 and client computer 52 that has a browser, with the server 51 and client computer 52 interconnected through a network 53. The client computer 52 comprises a microprocessor, a display device such as a screen, storage devices such as a hard disk drive and random access memory, and input devices such as a keyboard and mouse.

Advertising software on the server 51 is downloaded to the client computer 52 and executes to act as an overlay to the browser. In one embodiment, this software is written in the Java programming language, and is loaded and executed on the client computer 52 when a user selects an advertising service link on an advertising service page displayed to the user through the user's browser. This mode of operation is superior to known advertising systems that execute exclusively outside of the client computer 52, because the system of the present invention is able to obtain information regarding the client computer 52 that may be screened by a firewall between the client computer 52 and the server 51. For example, the present system is able to obtain the exact network address of client computer 54 (FIG 3a) that is connected to the network 55 through a local area network 56, whereas known systems would only be able to determine the network address of the network server 57 on the local area network.

While the advertising software executes on the client computer 52 (FIG 3), the browser retains its initial functionality to browse hypertext files, and the advertising software appropriates a part of the display screen of the client computer 52.

In another embodiment of the present invention shown in FIG 4, the functions of the advertising service provider in accordance with the present invention are divided among several servers interconnected with each other and the client computer 61 through a network 62. Advertisements are streamed to the client computer from an advertisement server 63. Secure purchase transactions are handled by a transaction server 64. Multimedia information is transmitted to the client computer from a multimedia server 65. Assistance is provided to users from an information server 66. Communications are established between a user and an

advertiser using a connection request server 67, which is connected to a public telephone network 68. This can be carried out, for example, in accordance with the invention disclosed in United States Provisional Application Ser. No. 60/041,087, System and Method for Providing Telephonic Connection Services Using a Data Network, filed March 19, 1997, which is hereby incorporated by reference.

The advertiser software acts with the browser to present to the user a display, an embodiment of which is shown in FIG 5. The user's screen is divided into two areas: the browser area 31 and the advertisement area 32. The browser area and the advertising area operate essentially independently so that several advertisements may advantageously be displayed to the user while the user is browsing a single page displayed in the browser area.

The browser area 31 retains all of the controls originally provided by the browser, including the file features 33, the edit feature 34, the bookmarks feature 35, and so on. Thus, the browser area continues to function essentially as the original browser (before the advertising software was downloaded and executed). In this embodiment, the area for viewing pages 31 has been decreased to accommodate the advertiser area 32.

The advertisement area 32 comprises a control area 36, a display area 37, and a transaction area 38. The control area is provided with a help button 39, a pause button 40, a step back button 41, and a step forward button 42. Each button acts as a link. In one embodiment, when the user places the mouse arrow 49 over a button, an explanatory bubble 50 appears nearby that comprises a short description of the functionality of the button.

When selected by a user, the help button 39 loads and displays an advertising service help page in the browser area 31. In one embodiment, the help page has a table of contents, a searchable index, and general information about using the present invention. The table of contents and index comprise links to other help pages that provide detailed information on specific topics of interest concerning the advertising service to the user.

The pause button 40 halts the progression of the advertisements shown in the display area 37, which are streamed to the client computer in sequence from a server. The advertisement shown in the display area 37 at the time the user selected the pause button 40 persists in the display area 37 until the user again selects the pause button 40, at which time the next advertisement is shown in the display area 37, and the progression is resumed. In this way, the pause button functions as a toggle.

A predetermined number of advertisements shown in the display area are cached on the client computer. The present invention provides the capability of stepping back to previously displayed advertisements by selecting the step back button 41. When this button is

selected, the progression of advertisements shown in the display area 37 is suspended, and the user may review previously displayed advertisements one at a time. The progression may be resumed at any time by selecting the pause button 40.

In order to move forward through advertisements, the present invention provides the step forward button 42. When selected, the step forward button causes the next advertisement in the progression to be displayed in the display area 37. Thus, if the step forward button 42 is selected while reviewing previously shown advertisements, the next previously shown advertisement will be displayed in the display area 37. In this way, it is possible to move forward among previously displayed advertisements.

Likewise, if the step forward button 42 is selected during the progression of streamed advertisements from the server, the presently displayed advertisement will be immediately replaced with the next advertisement in the progression.

The pause button 40, the step backward button 41, and the step forward button 42 provide the capability of suspending the progression of advertisements, moving backwards and forward among previously displayed advertisements, and immediately replacing a presently displayed advertisement with the next advertisement in the progression.

The advertisements shown in the display area 37 may be links, may contain links, and/or may function as image maps with selectable areas. Image maps are known in the art. The advertisements comprise at least one of textual, graphic, animation, video, audio and virtual object media.

Because the advertisements are streamed from a server rather than downloaded as a set and played to the user in a loop, the present invention can make choices about which advertisements to display to the user that are responsive to the user's current viewing habits. Thus, if a user is selecting and viewing pages in the browser area 31 concerning outdoor activities, the present invention can select advertisements for camping gear, which are streamed from the server to the client for display to the user. This advantageous capability to dynamically target advertisements is not provided by known advertising services that download predetermined advertisements in sets.

This dynamic targeting capability is in part due to the capability of the present invention to operate with a browser such that the progression of advertisements in no way interferes with the independent operation of the browser.

An embodiment of the present invention as an overlay to the known Netscape browser is shown in FIG 6. The browser area 81 maintains all of the functionality of the Netscape browser, while the advertising area 82 comprises the features shown in FIG 5.

The transaction area 38 is provided with a sales agent button 43, a media clip button 44, a secure pur-

chase button 45, a home page button 46, and an electronic coupon button 48.

When selected by a user, the sales agent button 43 establishes communications between the user and a sales agent for the sponsor of the advertisement presently shown in the display area 37. In one embodiment, a connection request is forwarded to a connection server, and a telephone call is established in accordance with the invention disclosed in United States Provisional Application Ser. No. 60/041,087, System and Method for Providing Telephonic Connection Services Using a Data Network, filed March 19, 1997, incorporated herein by reference.

As is shown in FIG 5, the user has placed his mouse arrow 49 over the sales agent button 43, and an explanatory bubble 50 has appeared nearby, indicating the function of the sales agent button 43.

In another embodiment, the sales agent is called directly from the user's client computer, and packetized voice communications are established through a data network such as the Internet. The user may obtain additional information regarding the product featured in the advertisement, or may make a purchase from the sales agent.

The media clip button 44 generates a multimedia display shown in the browser area, when selected. In an embodiment shown in FIG 7, an advertisement 91 for movie information is shown in the advertising area 92. While it is displayed, the multimedia clip button 93 is selected by a user. As shown in FIG 8, a video clip 101 of a scene from the movie is shown to the user in the browser area 102, accompanied by audio of the actors' voices. In another embodiment, a promotional video clip for the movie is shown to the user in the browser area 102, accompanied by audio narration. The data for the multimedia clip is streamed from a server to the client computer on demand from the client computer.

The secure purchase button 45 provides the capability to effectuate a secure purchase transaction by the user. When a user selects the secure purchase button 45, a secure purchase sequence is initiated for the product or service shown in the presently displayed advertisement. A secure purchase sequence comprises at least one screen displayed to the user in the browser area 31. In a process known as "upselling," the present invention displays advertisements related to the item being purchased by the user during the secure purchase sequence. For example, if the user is purchasing a pair of shoes, advertisements for belts, shoe polish and foot care products are displayed to the user in the advertising area 32 while the secure purchase sequence pages are displayed to the user in the browser area.

In an embodiment shown in FIG 9, the present invention presents the user with a form 110 in the browser area 111 by which the user provides secure purchase information such as credit card number 112 and number of items to be purchased 113 to the adver-

tiser. The contents of the form are forwarded to the advertiser using in a secure fashion. Numerous techniques for transmitting such data via secure means are known in the art. These techniques protect the confidentiality and integrity of the transmitted data, and generally provide means for authenticating the sender of the data. The advertiser then debits the user's credit card and ships the selected product.

In another embodiment, the user has pre-registered secure purchase information with the advertising service of the present invention. This information includes the user's name, shipping address, credit card number, credit card expiration date, and authentication password. When the user selects the secure purchase button 45 (FIG 5), he is prompted to enter his password through a form shown in the browser area 31. If the password is correct, a secure purchase order indicating the product and the user secure purchase information is forwarded to the advertiser, which debits the user's credit card and ships the product to the user.

In one embodiment, when a user selects the home page button 46, an advertising service home page is displayed in the browser area 31. In another embodiment, when a user selects the home page button 46, the home page of the advertiser sponsoring the advertisement presently displayed in the advertising area 32 is shown to the user in the browser area 31.

In accordance with the present invention, an electronic coupon may be selected, stored, and redeemed at a user's request. In an embodiment shown in FIG 10, an electronic coupon 121 appears in the advertising area that is electronically "clipped" and stored when selected by a user.

In another embodiment, an advertisement appearing in the advertising area 37 (FIG 5) states that an electronic coupon for the secure purchase of a product may be stored (or "clipped") by selecting the electronic coupon button 48. When the electronic coupon button 48 is selected by a user, an electronic coupon is stored in a file on the user's client computer.

The present invention may also be used to distribute conventional coupons more conventionally. In an embodiment shown in FIG 11, when the electronic coupon button 48 (FIG 5) is selected by a user, the user is presented with the option of choosing whether the coupon be sent to him via the postal service 131, facsimile 132, or e-mail 133, or else printed locally to the user on the user's printer 134. If the user selects the postal service option 131, the user is prompted to enter his mailing address 135, and a printed version of the coupon is sent to the user through the mail. If the user selects the facsimile option 132, the user is prompted to enter his facsimile telephone number 136, and copy of the coupon is transmitted to the user via facsimile. If the user selects the e-mail option 133, the user is prompted for his e-mail address 137, and a copy of the coupon is transmitted to the user via e-mail. If the user selects the print option, a copy of the coupon is printed on the user's

printer.

The electronic coupon comprises data such as the item to which it pertains, and the economic value of the coupon. In one embodiment, the electronic coupon is redeemable for a fixed monetary discount on an item by which the purchase price is reduced when the secure purchase transaction is effectuated over the network. This is carried out electronically, as the present invention searches the client computer for electronic coupon files for pertinent electronic coupons during a secure purchase transaction. In another embodiment, the electronic coupon is redeemable for a percentage discount on an item.

The control area 36 (FIG 5) also comprises a content control window 47 that provides the capability of personalizing the advertisements that appear in the display area 37. The content control window 47 includes a list of topics. In one embodiment, these topics include shopping, travel, and leisure. When one or more topics are selected by a user, they are highlighted, and advertisements pertinent to the highlighted topics appear in the display area. When a selected, highlighted topic is again selected by a user, it is deselected, and advertisements pertaining to the deselected topic are no longer targeted for display to the user. In this way, the topic selection process acts as a toggle.

In one embodiment, advertisements outside the highlighted topics are interspersed with advertisements within the highlighted topics and shown in the display area 37.

The present invention advantageously provides the capability of selecting advertisements to show to the user based upon the content of the pages viewed by the user in the browser area. In one embodiment, if the user browses a page regarding the State of Hawaii, the server streams an advertisement regarding travel and leisure activities in Hawaii to the user's client computer. In another embodiment, if the user browses several pages regarding mutual funds, the server streams an advertisement regarding a mutual fund to the user's client computer.

In one embodiment, the present invention carries out this content-sensitive advertising by conducting a keyword search of a page requested to be displayed on the client computer by the user. Keywords are obtained by noting words that appear between TITLE headers in HTML documents. For example, a page that contains the code:

```
<TITLE>Bill's Favorite Surfing Spots on Molokai</TITLE>
```

the keywords "surfing" and "Molokai" would be extracted as keywords.

After extracting the keywords, the keywords are compared to a database index, which cross-references keywords with topic names. Thus, in the present example, the keyword "surfing" matches topics "outdoor adventure" and "water sports." "Molokai" matches the topic "Hawaii."

Each topic in the database is correlated with a series of URLs for advertisements that relate to the topic. Thus, the topic "Hawaii" corresponds advertisements for the "Airline Deals to Hawaii by TravelNow" and "Luau Hawaiian Hotels," which are now streamed to the user and displayed in the advertising area 37. In this way, the user's viewing habits are used to effectively target advertisements to the user that are pertinent to the user's interests.

Advertisements may be targeted in accordance with the present invention based upon a user profile. In one embodiment, the user profile is provided by the user, who completes the entries of a form displayed in the browser area 31. The form comprises entries for the user's name, address, e-mail address, age, income level, hobbies and the like, and a submit button which transmits the completed form to the advertising service when selected by the user. Advertisements are targeted to the user based upon the information provided in the form according to methods known in the art.

Advertisements may also be targeted to a user in accordance with the present invention based upon an audit trail of the user's clipped electronic coupons. In one embodiment, a file is maintained comprising the name of a user, a list of electronic coupons clipped by that user, and the date on which each electronic coupon is clipped, and whether or not each coupon has been redeemed. This information is used to target advertisements to the user based upon collateral products that cooperate with or complement the items for which the user has selected electronic coupons. For example, if the user has selected electronic coupons for a food processor, a cutlery set, and a refrigerator, advertisements for a blender, barbecue utensils, and a stove would be displayed to the user.

Advertisements may also be targeted to the user in accordance with the present invention using an audit trail of purchases made by the user. In one embodiment, a list of items purchased is stored in a file comprising the name of the user, the items purchased, information about the items (such as price), and the date each item was purchased. Advertisements for related and complementary products to those purchased would be displayed to the user.

Advertisements may also be targeted to a user using an audit trail of advertisements selected by a user. In one embodiment, a list of advertisements selected by a user is stored in a file comprising the name of the user, advertisements selected, and the date each advertisement was selected. Advertisements for related and complementary products are displayed to the user.

The present invention is thus capable of targeting advertisements to the user in a variety of ways. Although an embodiment of the present invention may require a user to register with the advertising service and provide a user profile to receive advertisements, such user registration is not a requirement per se of the present invention. On the contrary, numerous other

embodiments, including those mentioned above wherein advertisements are targeted using audit trails of clipped coupons, selected advertisements, user purchases and the like, can be implemented in ways that provide advertisements to a user without requiring the user to register with the advertising service.

The present invention advantageously provides a superior method for charging an advertiser for an advertisement displayed to users through the advertising service. Whereas known static advertising systems charge the advertiser based upon the number of times the advertisement is seen by users and/or the space taken up on the screen by the advertisement, the present invention allows the advertiser to specify a predetermined amount of time for which an advertisement is shown to a user. The cost of the advertisement increases as the amount of time for which the advertisement is displayed to the user increases.

The present invention advantageously provides a system and method for providing interactive, targeted, multimedia advertisements and electronic purchasing opportunities to a user on a hypertext network without impairing the user's regular access to that network. In accordance with the present invention, the presentation and content of the advertisements may be controlled by the user, electronic coupons are provided to the user, and the advertisements selected for transmission to the user are based upon the user's interests as revealed by the content of pages selected by the user on the hypertext network. The system and method of the present invention thus provide a more efficient, targeted, and meaningful way to provide advertisements and conduct electronic commerce on a hypertext network.

#### Claims

1. A system for providing advertising on a hypertext network, comprising:

a. a network;

b. a server having advertisements, said server connected to said network;

c. a client computer having a browser, said client computer connected to said network, said advertisement server sending said advertisements in sequence from said server to said client computer at the request of said client computer;

d. advertising software on said client computer, said advertising software functioning as an overlay to said browser, said advertising software displaying said advertisements in sequence on said client computer while maintaining the functionality of said browser.

2. The system of claim 1, wherein a media clip related to the presently displayed advertisement is shown on said client computer when requested by a user.

3. The system of claim 1, wherein a secure purchase transaction is effectuated through said client computer at the user's request.

4. The system of claim 1, further comprising a sales agent, wherein communications are established between said sales agent and a user at the user's request.

5. The system of claim 1, further comprising advertising topics that are selectable by a user, wherein advertisements pertaining to said advertising topics selected by a user are displayed to the user.

6. The system of claim 1, further comprising a help page on said advertising server, said help page displayed to the user at the user's request.

7. The system of claim 1, further comprising an advertisement service home page on said server, said home page displayed to a user at the user's request.

8. The system of claim 1, wherein said advertisement comprises at least one link that loads and displays a page in said browser area when selected by a user.

9. The system of claim 1, wherein advertisements related to pages displayed to a user at the user's request are displayed to the user.

10. The system of claim 1, further comprising an electronic coupon that may be selected by a user, wherein said electronic coupon is stored on said client computer and redeemed by the user during a secure purchase transaction.

11. The system of claim 1, wherein a previously displayed advertisement is displayed to a user at the user's request.

12. The system of claim 1, wherein the sequence of advertisements displayed to the user is paused at the user's request.

13. A system for providing advertising on a hypertext network, comprising:

a. a network;

b. a server having advertisements, said server connected to said network;



- c. a client computer having a browser, said client computer connected to said network, said server sending said advertisements in sequence from said server to said client computer at the request of said client computer; 5
- d. advertising software on said client computer, said advertising software functioning as an overlay to said browser, said advertising software operating in conjunction with said browser to display a screen on said client computer comprising: 10
- i. a browser area, said browser area comprising a page display area and software controls displayed by said browser when said browser operates without said advertising software; 15
- ii. an advertising area comprising: 20
- a. a control area having a pause button, a step back button, and a step forward button by which the presentation of advertisements controlled by a user; 25
- b. a display area where advertisements are displayed in sequence to the user; 30
- c. a transaction area having a secure purchase button for effectuating a secure purchase transaction at the user's request. 35
14. The system of claim 13, further comprising a sales agent, wherein said transaction area further comprises a sales agent button for effectuating communications between a user and said sales agent at the user's request. 40
15. The system of claim 13, further comprising a help page on said server, and said advertisement area further comprising a help button wherein said help page is displayed in said browser area when said help button is selected by a user. 45
16. The system of claim 13, further comprising multimedia information on said server, wherein said advertising area further comprises a multimedia button, and wherein said multimedia information is displayed in said browser area when said multimedia button is selected by a user. 50
17. The system of claim 13, further comprising a home page on said server, and wherein said advertising area further comprises a home page button, and wherein said home page is displayed in said browser area when said home page button is 55
- selected by a user.
18. The system of claim 13, wherein said advertising area further comprises an advertising topic list, and wherein said advertisements pertaining to topics selected by a user are displayed in said advertising display area.
19. The system of claim 13, wherein said advertisement comprises at least one link that loads and displays a page in said browser area when selected by a user.
20. The system of claim 13, wherein said server targets said advertisements to a user, said server transmitting advertisements related to pages displayed through said browser on said client computer at the user's request.
21. The system of claim 13, wherein an advertisement is stored on said client computer as an electronic coupon when selected by a user, said electronic coupon redeemable during a secure purchase transaction.
22. A method for providing advertising on a hypertext network, comprising the steps of:
- a. loading advertising software from a server on a client computer with a browser at a user's request, said software dividing the client computer screen into a browser area and an advertising area;
- b. streaming a sequence of advertisements from said server to said client computer at the request of said client computer;
- c. displaying said advertisements to the user in said advertising area while maintaining the original functionality of the browser in the browser area.
23. The method of claim 22, further comprising the step of pausing the display of advertisements at the request of the user.
24. The method of claim 22, further comprising the steps of caching a predetermined number of advertisements on the client computer, pausing the display of the sequence of advertisements and stepping backward and forward through and displaying said cached advertisements to the user at the user's request.
25. The method of claim 22, further comprising the step of immediately displaying the next advertisement in said advertisement area at the user's request.

26. The method of claim 22, further comprising the step of effectuating a secure purchase of an item shown in the presently displayed advertisement at the user's request.
27. The method of claim 22, further comprising the step of establishing communications between the user and a sales agent representing the sponsor of the presently displayed advertisement at the user's request.
28. The method of claim 22, further comprising the step of showing to the user multimedia information pertaining to the presently displayed advertisement at the user's request.
29. The method of claim 22, further comprising the step of showing an advertising service home page to the user at the user's request.
30. The method of claim 22, further comprising the step of showing an advertising service help page to the user at the user's request.
31. The method of claim 22, further comprising the steps of displaying a list of advertising topics to a user and displaying advertisements in said advertisement area pertaining to said advertising topics selected by the user.
32. The method of claim 22, further comprising the step of displaying an advertiser page in the browser area when the advertisement shown in the advertising area is selected by a user.
33. The method of claim 22, further comprising the steps of determining the topics of pages viewed through said browser on said client computer at the user's request, selecting advertisements related to said topics, and transmitting said advertisements related to said topics to said client computer.
34. The method of claim 22, further comprising the steps of storing an electronic coupon when selected by a user, and redeeming said electronic coupon during a secure purchase transaction at the request of a user.
35. A method of effectuating a secure purchase transaction on a hypertext network, comprising the steps of:
- loading advertising software from a server on a client computer with a browser at a user's request, said software dividing the client computer screen into a browser area and an advertisement area;
  - streaming a sequence of advertisements
- from said server to said client computer at the request of said client computer;
- displaying said advertisements to the user in said advertisement area while maintaining the original functionality of the browser in the browser area;
  - accepting a secure purchase request from a user for the item offered in a presently displayed advertisement;
  - accepting purchaser information from the user.
36. The method of claim 35, wherein said secure purchase information comprises the credit card information, said credit card information comprising the name of the credit card vendor, the user's name and credit card number, and the expiration date of the user's credit card.
37. A method of preregistering user purchaser information, comprising the steps of:
- obtaining user purchaser information;
  - storing said user purchaser information on said server;
  - associating said user purchaser information with a confidential authentication password, said password known to the user and recognized by said server.
38. The method of claim 37, wherein said purchaser information comprises credit card information, said credit card information comprising the name of the credit card vendor, the user's name and credit card number, and the expiration date of the user's credit card.
39. The method of claim 37, wherein said purchaser information comprises the user's shipping address.
40. The method of claim 37, further comprising the steps of storing an electronic coupon when said advertisement is selected by a user, and redeeming said electronic coupon during a secure purchase transaction at the request of a user.
41. A method of effectuating a secure purchase transaction on a hypertext network, comprising the steps of:
- loading advertising software from a server on a client computer with a browser at a user's request, said software dividing the screen of said client computer into a browser area and an advertising area;

- b. streaming a sequence of advertisements from said server to said client computer;
- c. displaying said advertisement to the user in said advertising area while maintaining the original functionality of the browser in the browser area;
- d. accepting a secure purchase request from a user for the item offered in a presently displayed advertisement;
- e. accepting a confidential authentication password from the user;
- f. forwarding preregistered purchaser information to the sponsor of said presently displayed advertisement if the confidential authentication password provided by the user matches a confidential authentication password stored on said server, and generating an error message if said password provided by the user does not match said password stored on said server.
42. The method of claim 41, further comprising the steps of storing an electronic coupon when said advertisement is selected by a user, and redeeming said electronic coupon during a secure purchase transaction at the request of a user.
43. A system for providing advertising to a user through a hypertext network, comprising:
- a. advertising means for providing advertisements to a user;
- b. server means for storing said advertising means and accepting secure purchase data from a user;
- c. client means for loading said advertisement means and displaying said advertisements to a user; and
- c. network means for interconnecting said server means with said client means;
44. The system of claim 43, further comprising means for identifying the topics of pages displayed by said client means, means for selecting said advertisements corresponding to said topics, and means for streaming said selected advertisements to said client means at the request of said client means.
45. A system for providing advertising to a user through a hypertext network, comprising:
- a. advertising means for providing advertise-

ments to a user;

b. server means for storing said advertising means and accepting secure purchase data from a user;

c. client means for loading said advertising means and displaying said advertisements to a user;

d. browser means for displaying pages to a user on said client means;

d. network means for interconnecting said server means with said client means;

46. The system of claim 45, further comprising means for identifying the topics of pages displayed by said client means, means for selecting said advertisements corresponding to said topics, and means for transmitting said selected advertisements to said client means.
47. The system of claim 45, further comprising means for storing an electronic coupon at the request of a user, and means for redeeming said electronic coupon when requested by a user.

FIG. 1

PRIOR ART

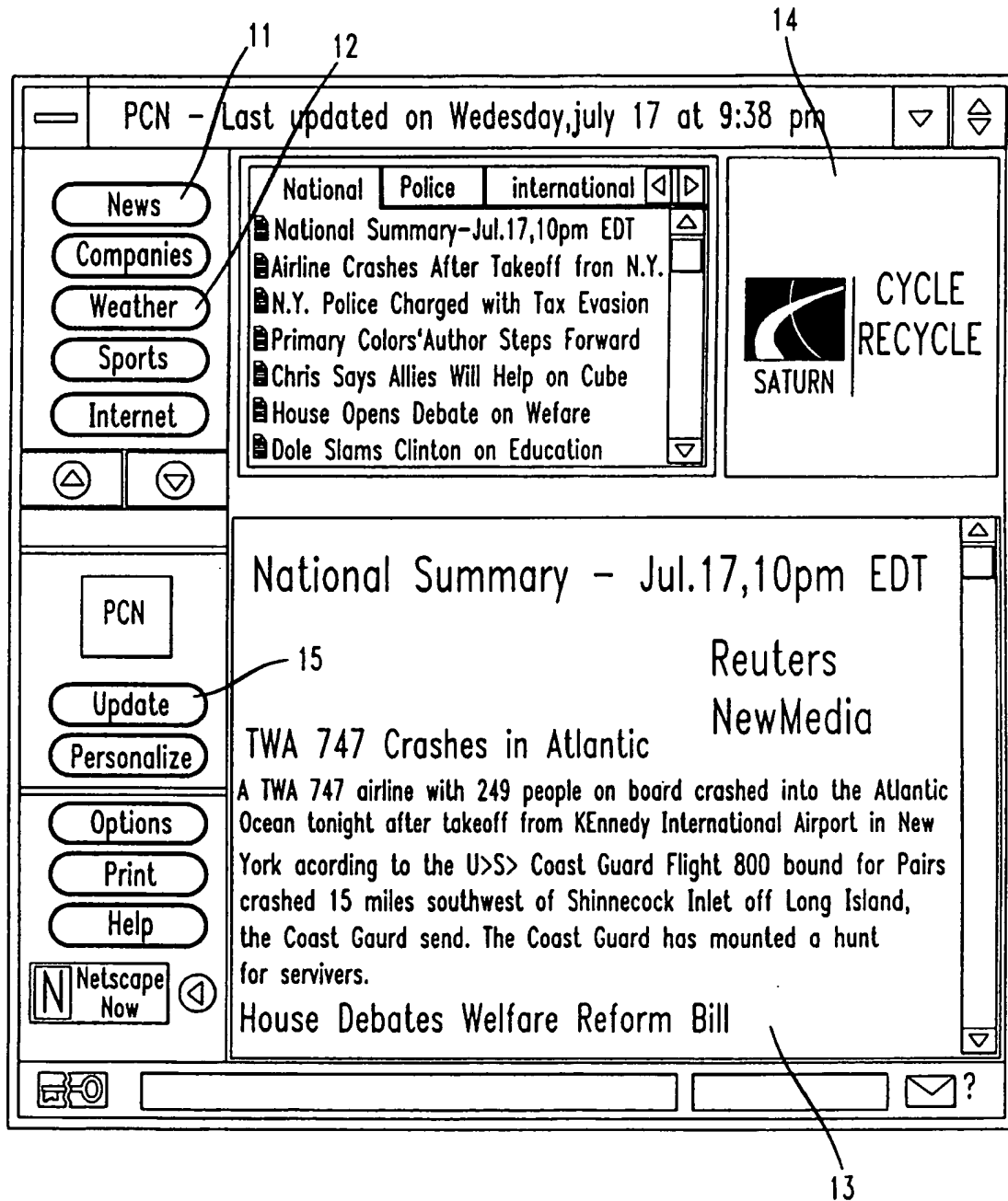


FIG. 2

PRIOR ART

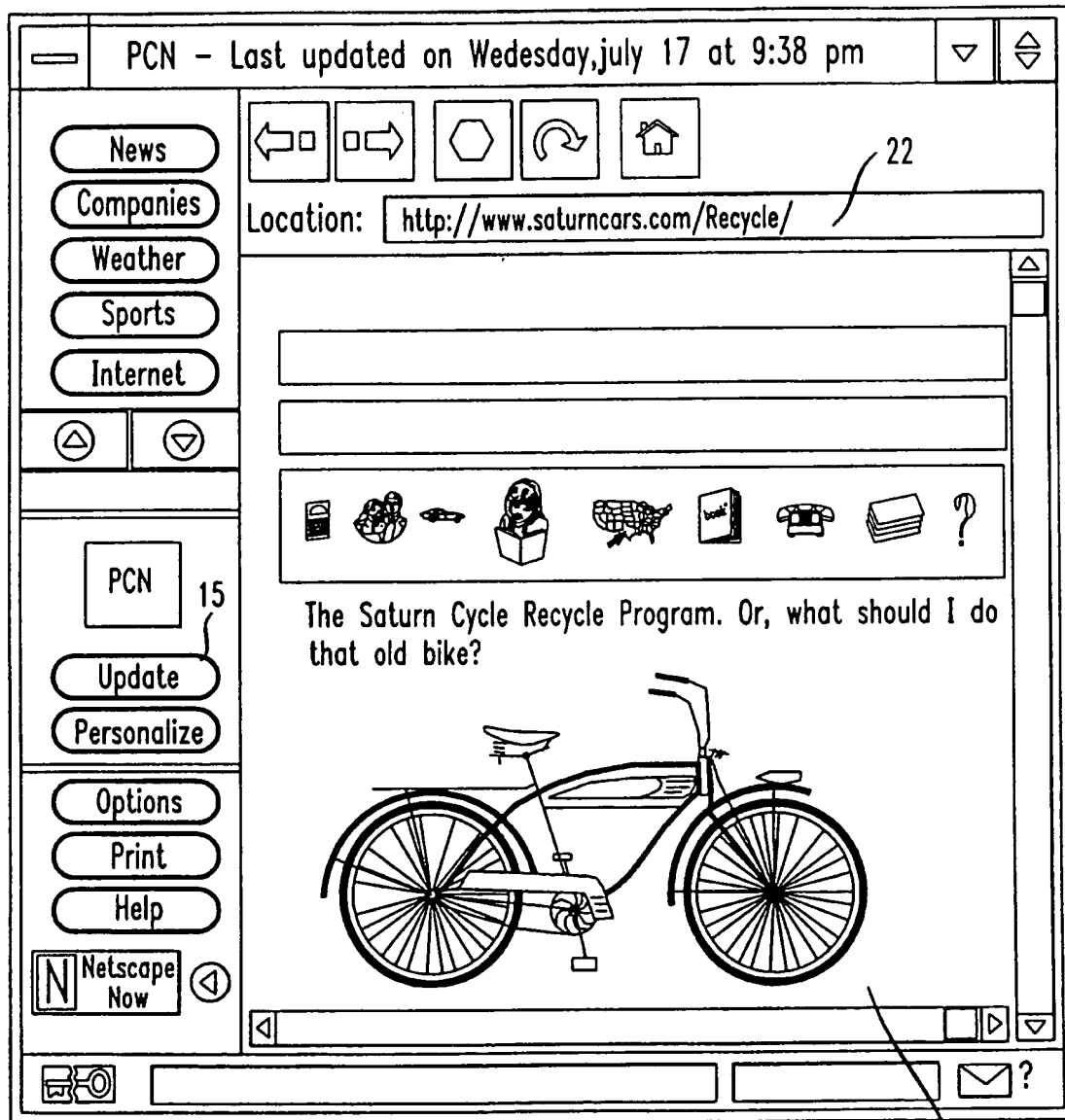


FIG. 3

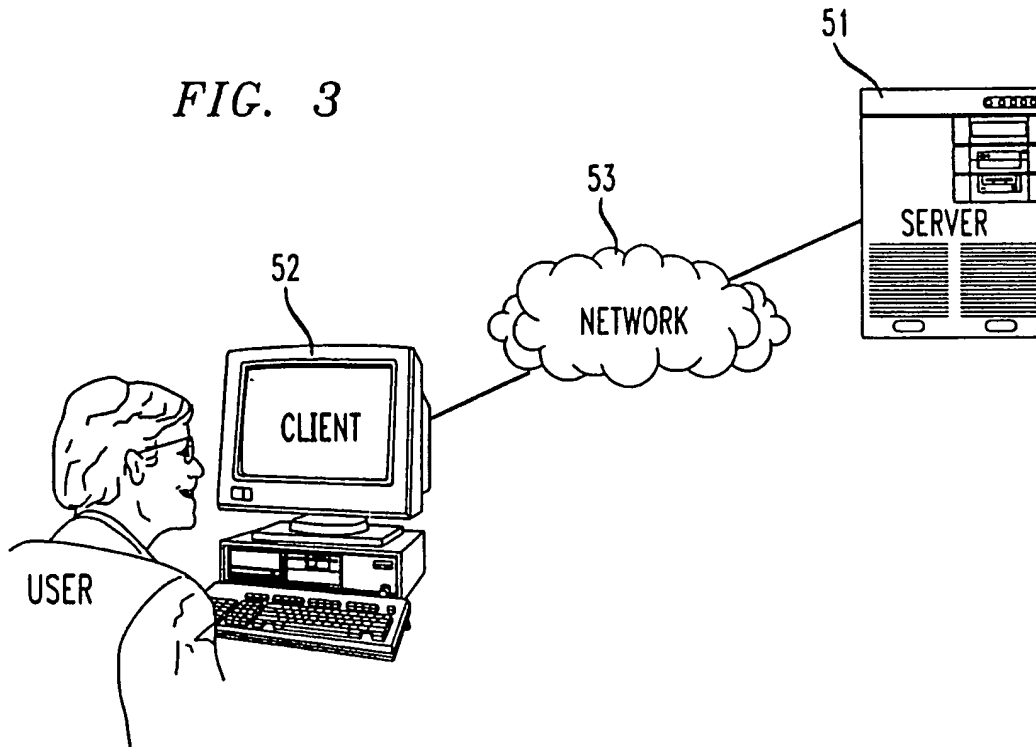


FIG. 3a

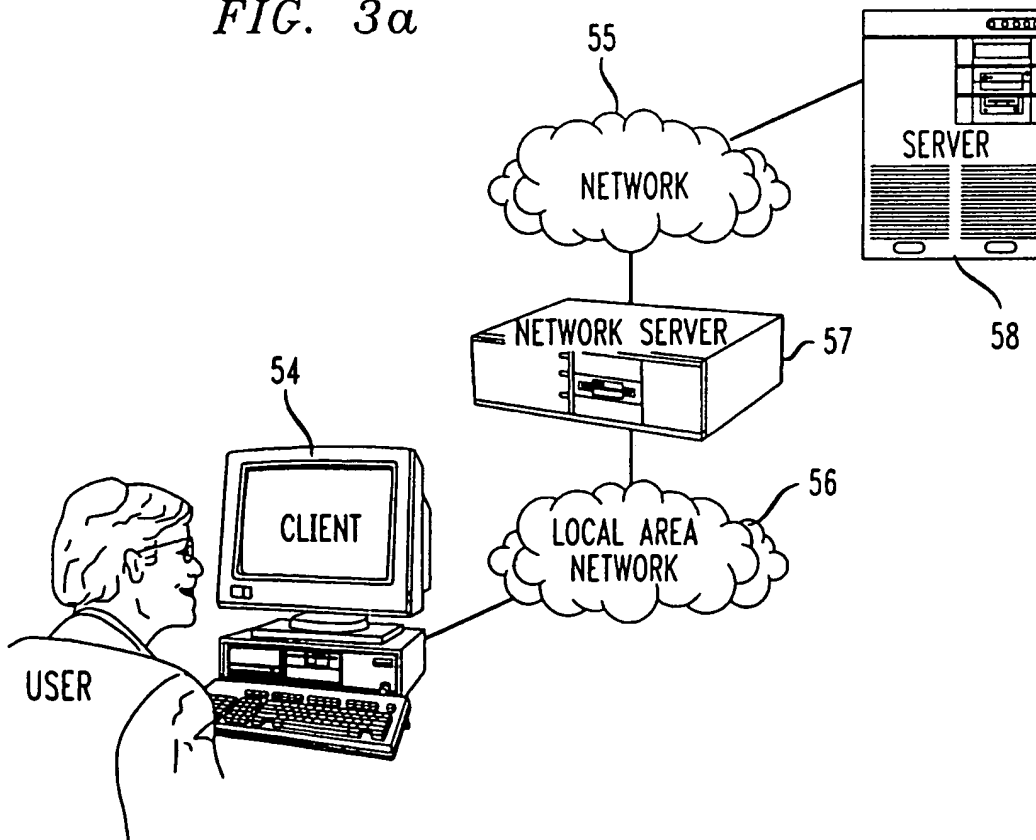


FIG. 4

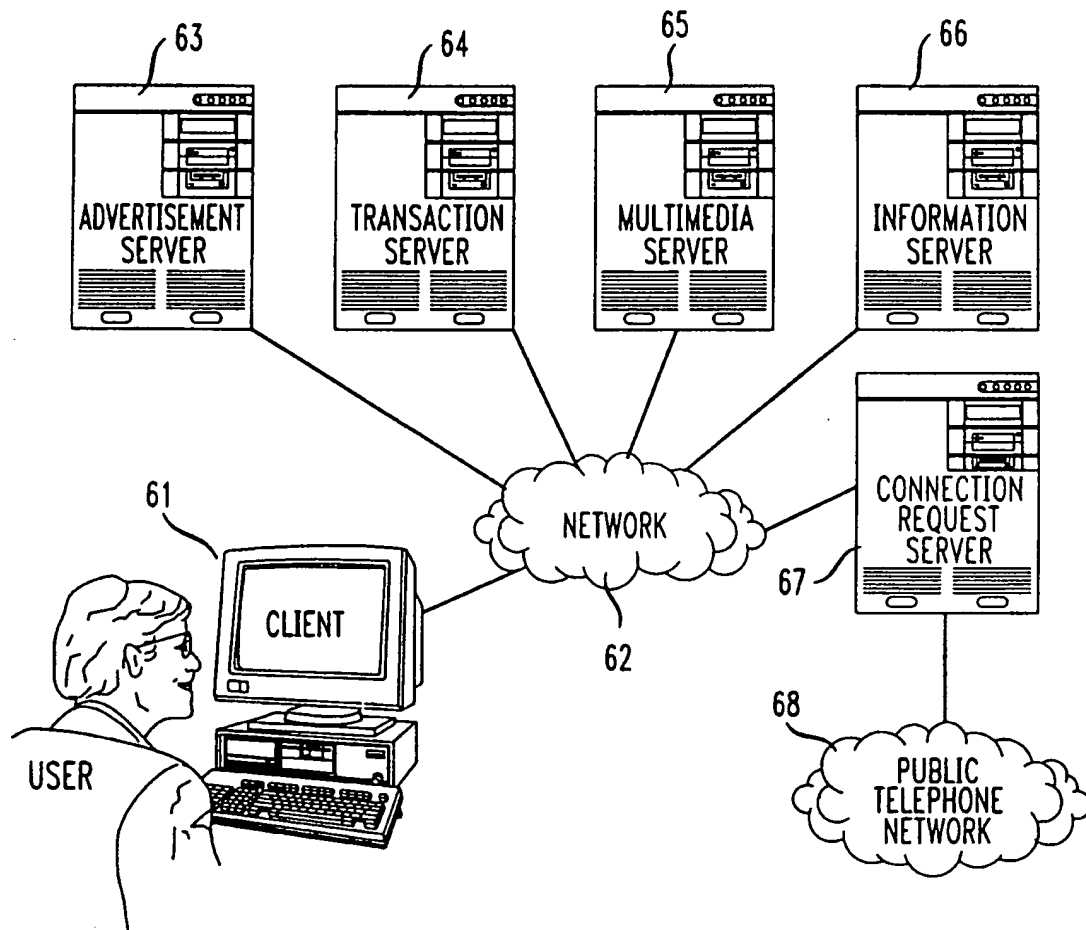


FIG. 5

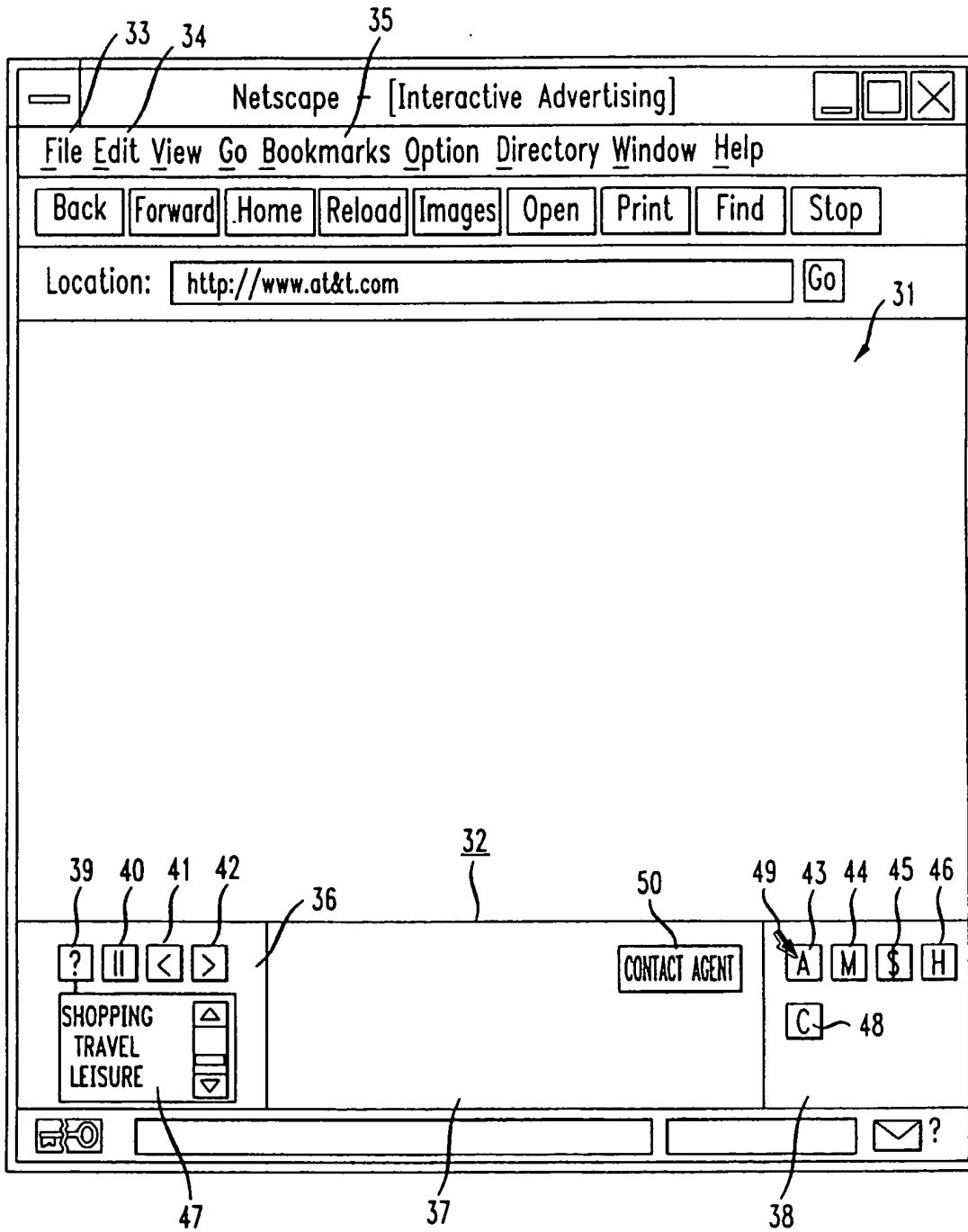




FIG. 6

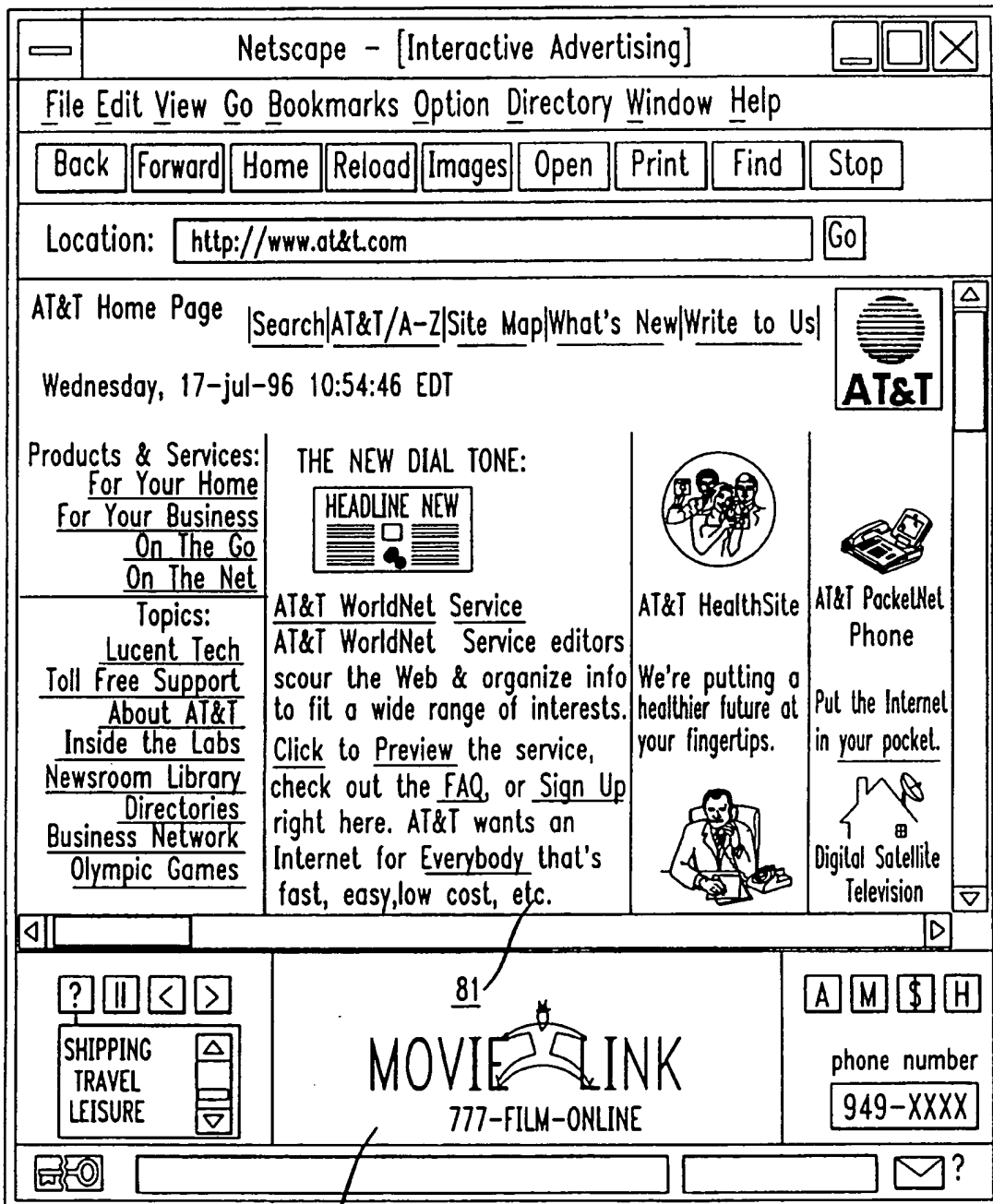


FIG. 7

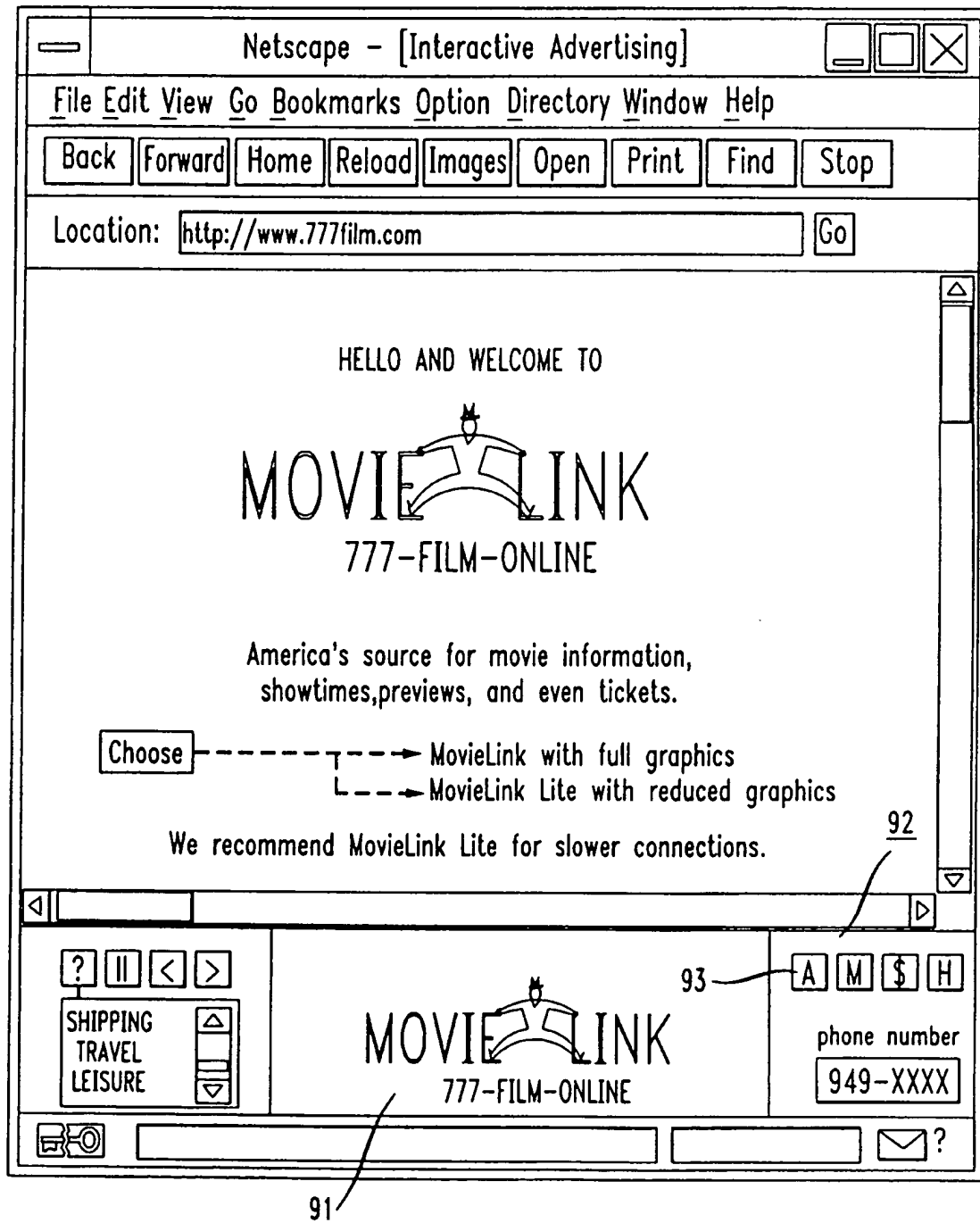


FIG. 8

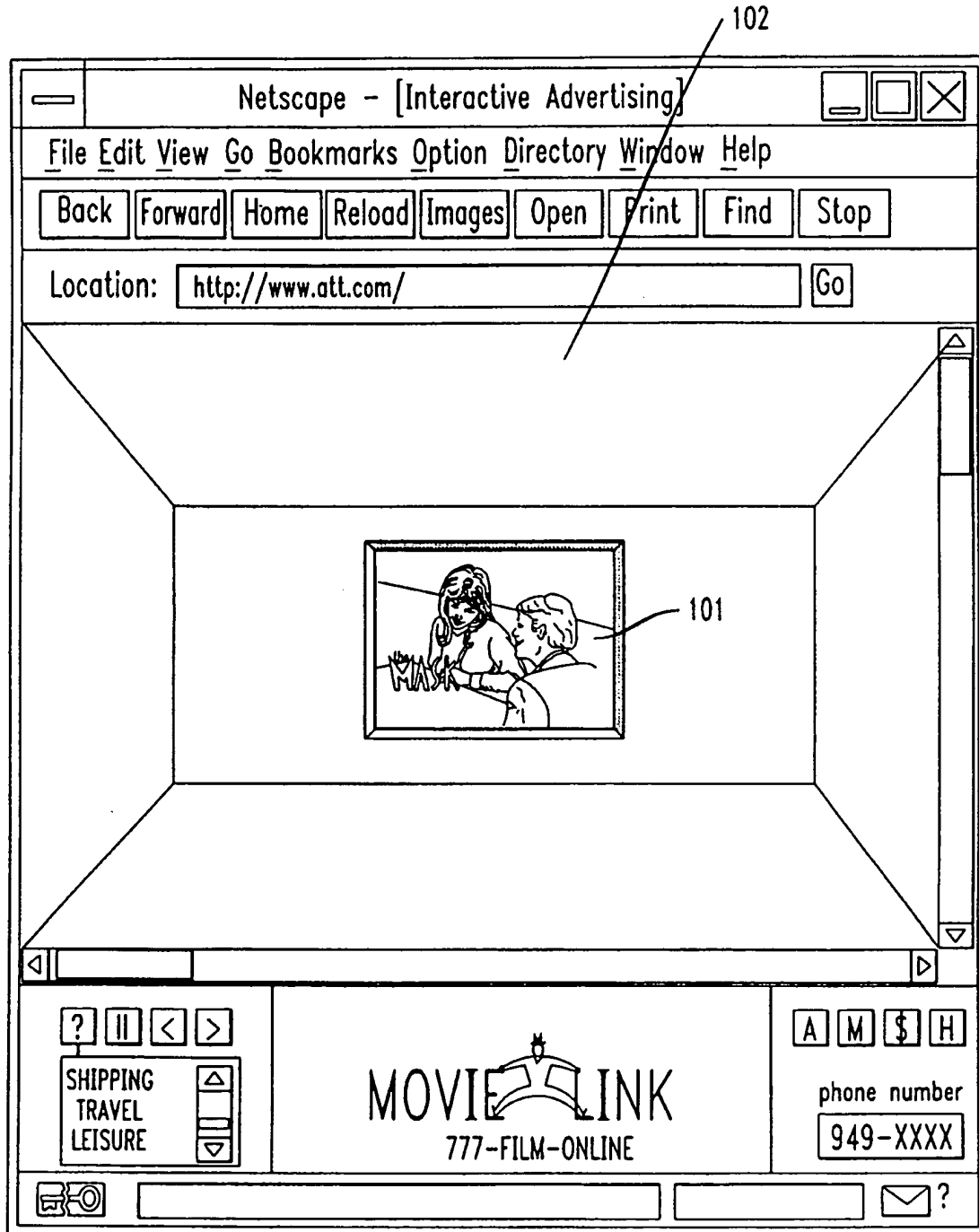




FIG. 9

Netscape - [Interactive Advertising]

File Edit View Go Bookmarks Option Directory Window Help

Back Forward Home Reload Images Open Print Find Stop

Location:  Go



 AMERICAN EXPRESS

CARDS WELCOME  
Click Here To VISIT  
The American Express Student Card Web Site

[Main Menu](#) | [Change Neighborhood](#) | [MovieLink Cafe](#) | [About MovieLink](#)

**BUILD YOUR TICKET ORDER**

The next available show is the the 7:45 show, for MASK, at VILLAGE 7,  
11th Street and 3rd Ave, New York on THURSDAY, 3/07/96

Please Follow These 4 Steps:


Select the number of tickets you need: (\$1.25 surcharge per ticket)

Adult(\$8.00)   Child/Senior(\$4.50)

Enter your credit card number. We welcome the  
American Express Card, & also accept Visa &

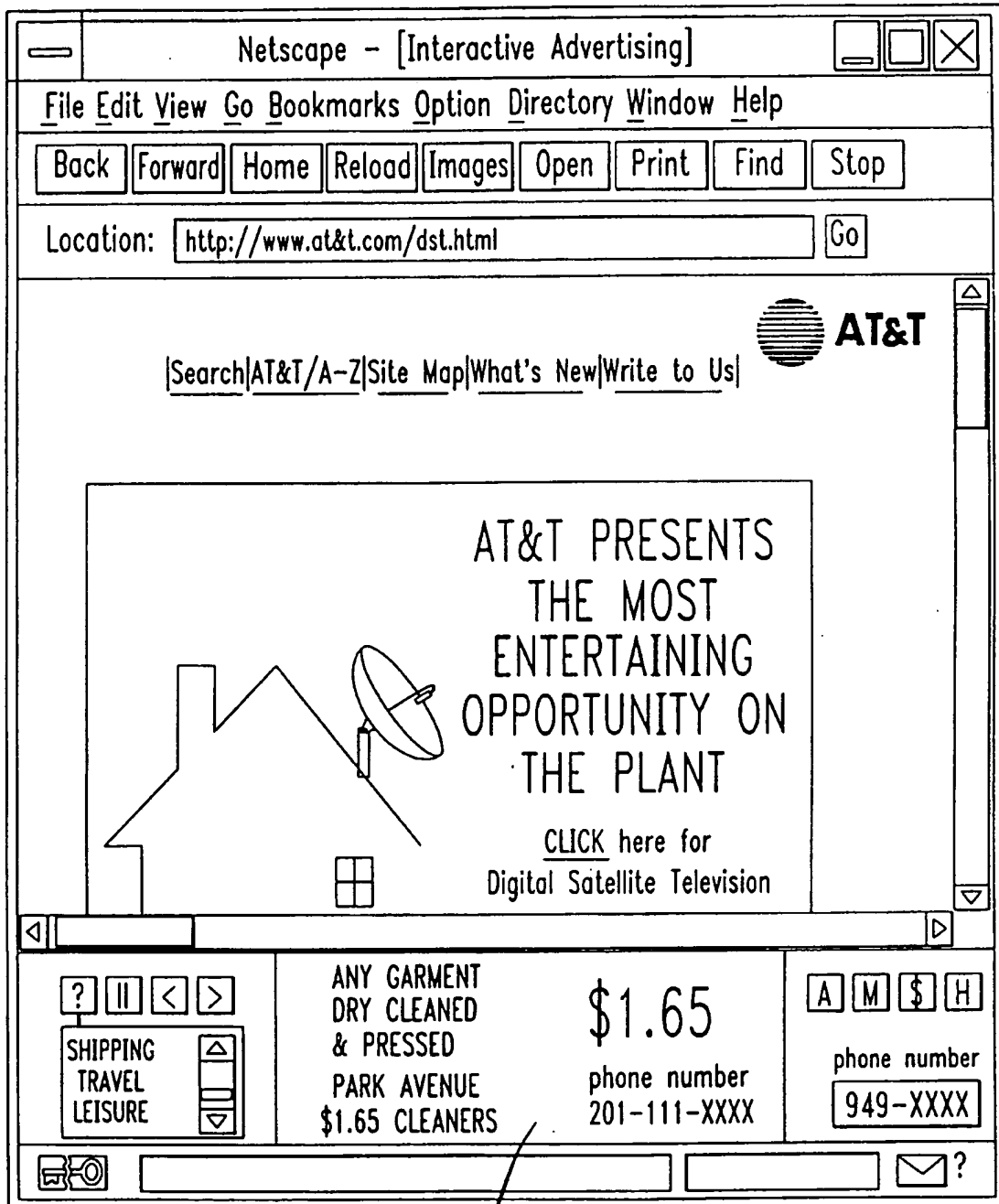
Master Card

SHIPPING  
TRAVEL  
LEISURE

  
 MOVIE LINK  
 777-FILM-ONLINE

A M \$ H  
 phone number  
 949-XXXX

FIG. 10



121

FIG. 11

Netscape - [Interactive Advertising]

File Edit View Go Bookmarks Option Directory Window Help

Back Forward Home Reload Images Open Print Find Stop

Location:  Go

SELECT METHOD FOR ACCESSING COUPON

134 ☒ PRINT

132 ☐ FAX TO:

133 ☐ E-MAIL TO:

131 ☐ MAIL TO:

136

137

135

ANY GARMENT  
DRY CLEANED  
& PRESSED

\$1.65

PARK AVENUE  
\$1.65 CLEANERS

phone number  
201-111-XXXX

phone number  
949-XXXX

SHIPPING  
TRAVEL  
LEISURE

?

(19)



Europäisches Patentamt

European Patent Office

Office européen des brevets



(11)

**EP 0 822 535 A3**

(12)

## EUROPEAN PATENT APPLICATION

(88) Date of publication A3:  
**04.10.2000 Bulletin 2000/40**

(51) Int. Cl.<sup>7</sup>: **G09F 27/00**, **G06F 17/30**,  
**G06F 17/60**

(43) Date of publication A2:  
**04.02.1998 Bulletin 1998/06**

(21) Application number: **97113326.9**

(22) Date of filing: **01.08.1997**

(84) Designated Contracting States:  
**AT BE CH DE DK ES FI FR GB GR IE IT LI LU MC  
NL PT SE**  
Designated Extension States:  
**AL LT LV RO SI**

(72) Inventors:  
• **Apte, Jitendra**  
**Tinton Falls, N.J. 07724 (US)**  
• **Roesler, Marina Lima**  
**Westfield, N.J. 07090 (US)**

(30) Priority: **01.08.1996 US 691900**

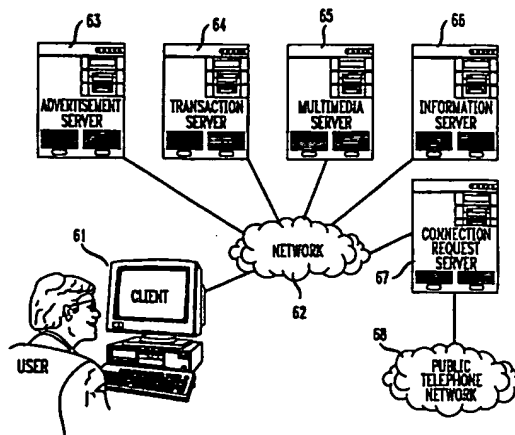
(74) Representative: **Kuhnen & Wacker**  
**Patentanwalts-gesellschaft mbH,**  
**Alois-Steinecker-Strasse 22**  
**85354 Freising (DE)**

(71) Applicant: **AT&T Corp.**  
**New York, NY 10013-2412 (US)**

(54) **Interactive multimedia advertising and electronic commerce on a hypertext network**

(57) A system and method for providing targeted, interactive, multimedia advertisements and electronic commerce capability on a hypertext network. Advertising software from a server is loaded on a user's client computer through a browser at the user's request. The display screen of the client computer is partitioned into a browser area, which retains the full functionality of the underlying browser, and advertising area. Controls affecting the presentation and content of the advertisements streamed from the server to the client computer are available to the user in the advertising area, as are secure purchase and electronic coupon controls.

**FIG. 4**





European Patent  
Office

# EUROPEAN SEARCH REPORT

Application Number  
EP 97 11 3326

DOCUMENTS CONSIDERED TO BE RELEVANT			
Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (Int.Cl.6)
X	WO 95 12176 A (KEITHLEY RONALD D ;KEITHLEY KEVIN L (US)) 4 May 1995 (1995-05-04)  * figures 7,8 * * page 7, line 15 - page 9, line 25 * ---	1,2,4-7, 9,11,12, 22,23, 25, 27-33, 43-46	G09F27/00 G06F17/30 G06F17/60
A	NICOL D ET AL: "Footsteps: Trail-blazing the Web" COMPUTER NETWORKS AND ISDN SYSTEMS,NL,NORTH HOLLAND PUBLISHING. AMSTERDAM, vol. 27, no. 6, 1 April 1995 (1995-04-01), pages 879-885, XP004013190 ISSN: 0169-7552 * abstract; figure 5 * ---	1,8,9, 11-13, 19,22, 23,25	
A	US 5 285 278 A (HOLMAN MICHAEL J) 8 February 1994 (1994-02-08) * abstract *	10,24, 34,47	TECHNICAL FIELDS SEARCHED (Int.Cl.6)
A	GOLDSTEIN J ET AL: "Uses of interactive multimedia for advertising, marketing, and sales" MULTIMEDIA REVIEW, SUMMER 1993, USA, vol. 4, no. 2, pages 60-64, XP002136439 ISSN: 1046-3550 * abstract * --- -/--	1-36, 43-47	G06F G09F H04N
-The present search report has been drawn up for all claims			
Place of search <b>THE HAGUE</b>		Date of completion of the search <b>28 April 2000</b>	Examiner <b>Bowler, A</b>
<p><b>CATEGORY OF CITED DOCUMENTS</b></p> <p>X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document</p> <p>T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons &amp; : member of the same patent family, corresponding document</p>			





European Patent  
Office

# EUROPEAN SEARCH REPORT

Application Number  
EP 97 11 3326

DOCUMENTS CONSIDERED TO BE RELEVANT			
Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (Int.Cl.6)
P,X	WO 97 12486 A (BOSTON TECH INC) 3 April 1997 (1997-04-03)  * page 8, line 20 - page 10, line 21; figures 1,5 * -----	1,2,4-7, 9,11,12, 22,23, 25, 27-33, 43-46	
			TECHNICAL FIELDS SEARCHED (Int.Cl.6)
<p><del>The present search report has been drawn up for all claims</del></p>			
Place of search <b>THE HAGUE</b>		Date of completion of the search <b>28 April 2000</b>	Examiner <b>Bowler, A</b>
<b>CATEGORY OF CITED DOCUMENTS</b> X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons & : member of the same patent family, corresponding document			



European Patent  
Office

Application Number

EP 97 11 3326

### CLAIMS INCURRING FEES

The present European patent application comprised at the time of filing more than ten claims.

- ☐ Only part of the claims have been paid within the prescribed time limit. The present European search report has been drawn up for the first ten claims and for those claims for which claims fees have been paid, namely claim(s):
- ☐ No claims fees have been paid within the prescribed time limit. The present European search report has been drawn up for the first ten claims.

### LACK OF UNITY OF INVENTION

The Search Division considers that the present European patent application does not comply with the requirements of unity of invention and relates to several inventions or groups of inventions, namely:

see sheet B

- ☐ All further search fees have been paid within the fixed time limit. The present European search report has been drawn up for all claims.
- ☐ As all searchable claims could be searched without effort justifying an additional fee, the Search Division did not invite payment of any additional fee.
- ☐ Only part of the further search fees have been paid within the fixed time limit. The present European search report has been drawn up for those parts of the European patent application which relate to the inventions in respect of which search fees have been paid, namely claims:
- ☒ None of the further search fees have been paid within the fixed time limit. The present European search report has been drawn up for those parts of the European patent application which relate to the invention first mentioned in the claims, namely claims:

1-36, 43-46



European Patent  
Office

**LACK OF UNITY OF INVENTION  
SHEET B**

Application Number

EP 97 11 3326

The Search Division considers that the present European patent application does not comply with the requirements of unity of invention and relates to several inventions or groups of inventions, namely:

**1. Claims: 1-36,43-46**

A method and system for providing interactive multimedia advertising over a hypertext network.

**2. Claims: 37-42**

A method for effectuating a secure purchase transaction over a hypertext network including advertising software, streaming of advertisements, acceptance of a purchase request and accepting user purchase information including a method for preregistering user purchaser information, such as credit card information and shipping address and associating such information with a confidential authentication password.

**ANNEX TO THE EUROPEAN SEARCH REPORT  
ON EUROPEAN PATENT APPLICATION NO.**

EP 97 11 3326

This annex lists the patent family members relating to the patent documents cited in the above-mentioned European search report. The members are as contained in the European Patent Office EDP file on  
The European Patent Office is in no way liable for these particulars which are merely given for the purpose of information.

28-04-2000

Patent document cited in search report		Publication date	Patent family member(s)		Publication date
WO 9512176	A	04-05-1995	AU	1170295 A	22-05-1995
			BR	9407719 A	12-02-1997
			CA	2174934 A	04-05-1995
			EP	0728339 A	28-08-1996
			JP	9507108 T	15-07-1997
			US	5584025 A	10-12-1996
US 5285278	A	08-02-1994	WO	9323955 A	25-11-1993
WO 9712486	A	03-04-1997	AU	7246996 A	17-04-1997
			EP	0852880 A	15-07-1998
			JP	11512903 T	02-11-1999
			US	6006257 A	21-12-1999